

Press Release

November 2012

For more information:
Fernando Pérez
fperez@protecmedia.com

Julián Camarillo, 29
28037 Madrid
Tel: +34 915 730 808
Fax: +34 915 734 409

The Mexican group Notmusa updates all of its systems using Protecmedia's innovative solutions

- *The updating affects vital areas such as the newsroom, advertising, the archive or distribution*

About Protecmedia, S.A.

Protec is an international software engineering and services company providing innovative solutions for media businesses. The current range of products includes cross-media advertising management, planning of editing work, content, editing and production management, management and sale of editorial assets and the control of circulation and subscriptions.

At present, MILENIUM Cross Media software is used in more than 350 publications in 19 countries.

For more information:

www.protecmedia.com

About Notmusa

The Mexican Notmusa group is the owner of the newspaper **Récord**, the leading sports newspaper in the country, as well as various magazines with wide readership, including **TV Notas**.

For more information:

www.gen.com.mx

The Mexican publishing group **Notmusa** has decided to carry out a complete modernisation of all of its systems, and has chosen to rely on **Protecmedia's** innovative systems in order to put into practice this ambitious project. **Notmusa**, whose publications include widely read newspapers and magazines, has thus ensured it has the best technology for its newsroom as well as its archive and the advertising, distribution and subscriptions departments.

Through the **MILENIUM Cross Media** platform, all of the group's production processes will be integrated, maintaining common workflows for all of the areas which participate in the day-to-day preparation of each publication. This will enable better coordination of all of the work, saving time and cost, and avoiding errors caused by excessive intermediate stages in the workflows.

Similarly, the **Notmusa** group will be able to be present on all output media. Using a single work interface, journalists will be able to prepare content without having to worry about where it is ultimately published, since once concluded, export to paper, web, tablets, smartphones or whatever is simple and fast. This integration makes it possible for the newsroom to be perfectly coordinated with other areas, such as advertising or the archive, with the time saving and increased efficiency that this involves, as a result of the much easier and more direct relationship between them.

Alberto Nava, the person in charge of implementing the project, sums up the group's satisfaction thus: "***Grupo Editorial Notmusa found in MILENIUM Cross Media the perfect platform to evolve and be able to meet the needs of our readers, with new experiences on different platforms, retaining quality and improving efficiency. It has also allowed us to prepare for the technological challenges that are now faced by this generation.***"